

Grade 6 English Language Arts

Week of December 14 – December 18

Lesson 2: Persuasive Letter – Specific Audience

Persuasive writing targets a specific audience. The audience is who you will be giving your message to. Let's say your position was that rats should not be used in scientific research. You might present



information differently if you were talking to a room of scientists who use rats to experiment on versus a room of members from an animal rights group.

The room of scientists will likely be very skeptical of what you have to say and may not appreciate your topic. You would want to be very polite and careful with your words. You might want to address their concerns right away in your speech. You also want to make sure you have some serious statistics and figures to back your stance. Scientists are going to want facts.

If, instead, you were speaking to a group of animal rights activists, they would be receptive to what you have to say. You can be more lively in your tone and share your feelings more. You'd have probably found examples of the activities this group has been involved in to include in your speech. This would make them feel more connected to your message.

Knowing your audience is always important.

Now complete the Specific Audience activity.

2. Specific Audience

Directions: Look at who the audience is for each situation and provide examples that they could best relate to. Point form answers may be given.

Example: You are making a speech about reading to preschoolers. You need some book examples. Name two.

Answer: *The Very Hungry Caterpillar* and *The Zoo*

1. You are talking to an audience at a science fiction convention about plots. What movie examples would work well for this group? Name and explain at least two.

2. You are making a speech to British Columbians about going on vacation in your own province instead of somewhere else. You want to use examples of good places to visit in BC. Name and explain at least two.

3. You are writing an article about famous Canadian people for magazine. Who would make good examples? Name and explain at least two.